

Project designation | GlobaltronicEXP

Project code | POCI-02-0752-FEDER-021154

Main goal | Strengthening the competitiveness of small and medium-sized enterprises

Intervention region | Center

Beneficiary | GLOBALTRONIC – Electrónica e Telecomunicações S.A.

Approval date | 06-09-2016

Start date | 01-09-2016

Completion date | 28-02-2019

Total eligible cost | 526.858,70 Euros

EU financial support | FEDER: 228.037,05 Euros

FSE: 12.005,82Euros

DESCRIPTION

The strategic objectives are to increase sales, essentially exports to reach One Million euros on the year after project finish, with particular in the Spanish market where the company expects to reach 8,16% of the total sales, of this outlined the following investments:

1. Participation in International Fairs with the objective of establishing new contacts to potential clients.
2. A WEB Site presence, through digital economy, development of a web project increasing company presence and conquering target public with several digital platforms.
3. International development of brands, by the creation and international registration of the brands and by organizing several promotional events
4. International markets presence and prospection: realization of prospection trips to international target markets (China, India, Brazil, Spain, Germany and Suisse land) and reverse prospection bringing potential clients to Portugal.
5. International market: development of promotional actions, as promotional videos, a corporate identity, catalogues, as well as marketing studies.
6. New commercial practices with hiring of two Level 6 IT Engineers to ensure continuous and personalized follow-up of international projects

